

WATER CONSERVATION CARD FOR HOTEL GUEST TOWELS - HILTON HAWAIIAN BEACH RESORT & SPA

The terry towel conservation program joined Hilton Hawaiian Beach Resort & Spa's existing bed linen initiative in December 2002. An information card in each of the resort's guest rooms invites guests to participate in this voluntary program. Already the results have been impressive with 40-50% of guests participating. Projected savings, based on year-to-date results, will be over \$100,000 per year. Since the resort sends its laundry to an outside service, the actual water savings, not to mention reduced detergent use, is captured at the off-site laundry vendor's facility. Additional savings are captured through the linen initiative as well.

For more information contact Robert Cortez at (808) 947-7935 or email robert_cortez@hilton.com